

# 2019 Community Event Sponsorship Guide



# Hanover County Parks & Recreation

## 2019 Sponsor Commitment

 <p>Mark your calendar Please check all events you wish to sponsor</p>	 <p>40,000+ Estimated Attendance</p>	 <p>68,000+ Print, web, and social media reach</p>
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### Sponsor Information

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Company Name, as it should be listed \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

### Please check all events and levels that apply

#### Hanover Tomato Festival

July 12, 2019 (5:30 - 8:00 pm)

July 13, 2019 (9:00 am - 4:00 pm)

Do you plan to take advantage of your booth space and participate in this event?  Yes, we will be there!  No, we will not attend

- Platinum: \$7,500
- Gold: \$5,000
- Silver: \$2,500
- Bronze: \$1,000
- Friend: \$500
- Tomato Supporter: \$250

#### Classic Car Cruise-ins

May & September 2019 (4:00 - 7:00 pm)

- Platinum: \$1,000 Will you set up a booth?  Yes  No
- Gold: \$500 Will you set up a booth?  Yes  No
- Silver: \$250 Will you set up a booth?  Yes  No
- Bronze: \$100
- Classic Supporter (product donation only)

#### Taylor's Pirate Fishing Day

June 1, 2019 (4:00 - 7:00 pm)

- Platinum: \$1,000  Gold: \$500
- Silver: \$250  Bronze: \$100
- Pirate Supporter (product only)

#### K9 Heroes Day, featuring Pooch Pursuit 5K Run/2K Walk

April 20, 2019 (9:00 am - 1:00 pm)

- Platinum: \$1,000 Will you set up a booth?  Yes  No
- Gold: \$500 Will you set up a booth?  Yes  No
- Silver: \$250 Will you set up a booth?  Yes  No
- Bronze: \$100
- Pooch Supporter (product donation only)

#### Taylor's SpookieFUN Fest

October 18 & 19, 2019 (5:00 - 8:30 pm)

- Platinum: \$2,500 Will you set up a booth?  Yes  No
- Gold: \$1,000 Will you set up a booth?  Yes  No
- Silver: \$750 Will you set up a booth?  Yes  No
- Bronze: \$500 Will you set up a booth?  Yes  No
- Friend \$250 Will you set up a booth?  Yes  No
- Spookie Supporter (product only)

### Payment Information

- Check enclosed (make payable to Hanover County Parks & Recreation)  Invoice requested
- Credit card (Visa, MasterCard, American Express, Discover)

Cardholder Name \_\_\_\_\_

Card Number \_\_\_\_\_ Exp date \_\_\_\_\_ CCV (back of card) \_\_\_\_\_

Mail: Hanover County Parks & Recreation, 13017 Taylor Complex Lane, Ashland VA 23005

Fax: (804) 365-4696

Email: parksandrec@hanovercounty.gov

From Hanover Tomatoes to talented musicians, Hanover Tomato pies to fried green tomaties, artisan to agricultural vendors, Bow-Wow Beach to the MaterFUN Zone, everything about this event is uniquely Hanover. The long-standing tradition of the Hanover Tomato Festival started in 1978 by Black Creek Volunteer Fire Department, this free family event brings thousands to Pole Green Park every July to celebrate the Hanover Tomato. Festivities kick off on Friday with the 4K Pizza Run and Relay, music and fun contests.



## Sponsor Benefits



Friday, July 12 / Saturday July 13, 2019  
5:30 - 8:00 pm / 9:00 am - 4:00 pm  
Pole Green Park



35,000 +  
Estimated Attendance

### Platinum Sponsor: \$7,500

- 30 x 30 tented booth space (includes 4 tables, 8 chairs) in high traffic area showcasing your business
- Lunch for eight (8) from a featured Hanover tomato food vendor
- Exclusive sponsor for business type
- plus, all benefits of lower sponsor levels

### Gold Sponsor: \$5,000

- 30 x 15 tented booth space (includes 4 tables, 8 chairs) in high traffic area showcasing your business
- Lunch for four (4) from a featured Hanover tomato food vendor
- Sponsor parking passes (up to 6)
- plus, all benefits of lower sponsor levels

### Silver: \$2,500

- 15 x 15 tented booth space (includes 2 tables, 4 chairs) in high traffic area showcasing your business
- Lunch for two (2) from a featured Hanover tomato food vendor
- Sponsor parking passes (up to 4)
- Sponsor logo and link on the event website
- Event "street" named after business
- Cart service for booth items on Friday and Saturday afternoon
- Entries for up to four (4) to the 4K Pizza Run and Relay
- plus, all benefits of lower sponsor levels

### Bronze: \$1,000

- 15 x 15 booth space (includes 1 tables, 2 chairs) in high traffic area showcasing your business
- Sponsor link on the event website
- Sponsor parking passes (up to 2)
- Sponsor logo on the 4K Pizza Run and Relay t-shirt
- Entries for up to two (2) to the 4K Pizza Run and Relay
- plus, all benefits of lower sponsor levels

### Supporter: \$500

- 15 x 15 booth space in high traffic area showcasing your business
- Sponsor parking pass
- Sponsor recognition on entertainment stage
- plus, all benefits of lower sponsor levels

### Friend: \$250

- 15 x 15 booth space
- Sponsor recognition on entertainment stage
- plus, all benefits of lower sponsor level

### Tomato Partner: product donation only

- Sponsor listed on event website and event signage
- Sponsor provides item for the goodie bags for 4K Pizza Run and Relay runners and Hanover Tomato Festival vendor welcome bags

# K9 Heroes Day

featuring **Pooch Pursuit**



Saturday April 20, 2019

9:00 am - 1:00 pm ● 5K 9:30 am ● 2K 9:45 am

Pole Green Park



100 Runners/Walkers ● 500 Attendees

**Estimated Attendance**

In honor of K9 Veterans Day, Hanover Parks and Recreation invites attendees to visit canine friendly vendors and watch K9 demonstrations in the areas of command, protection and tracking. There are also canine friendly activities and contests like the Dog-gone Egg Hunt, Frosty Paws eating contest, puppy dash and tricks for treats.

Runners can register for the Pooch Pursuit 5K run where awards are presented to the top finishers in both overall male and female and age groups, while others can sign up for the 2K walk. Canine participation is optional, but welcome.

## Sponsor Benefits

### Platinum: \$1,000

- 15 x 15 tented booth space (2 tables, 4 chairs)
- Exclusive sponsor for business type
- Company banner displayed at event
- Four (4) Pooch Pursuit 5K Run or 2K Walk registrations
- Sponsor logo on event shirt
- Sponsor link on event website
- Sponsor recognition in press releases, social media posts and on stage
- Sponsor logo on event signage
- Sponsor items included in Pooch Pursuit goodie bags given to all registered runners and walkers

### Gold: \$500

- 15 x 15 tented booth space (1 table, 2 chairs)
- Two (2) Pooch Pursuit 5K Run or 2K Walk registrations
- Sponsor logo on event shirt
- Sponsor link on event website
- Sponsor recognition in event social media posts and on stage
- Sponsor logo on event banner
- Sponsor items included in Pooch Pursuit goodie bags given to all registered runners and walkers

### Silver: \$250

- 15 x 15 booth space (1 table, 2 chairs)
- One (1) Pooch Pursuit 5K Run or 2K Walk registration
- Sponsor listed on event shirt
- Sponsor listed on event website
- Sponsor recognition in event social media posts and on stage
- Sponsor logo on event signage
- Sponsor items included in Pooch Pursuit goodie bags given to all registered runners and walkers

### Bronze: \$100

- 15 x 15 booth space
- Sponsor listed on event website and event signage
- Sponsor recognition in event social media posts
- Sponsor items included in Pooch Pursuit goodie bags given to all registered runners and walkers

### Pooch Supporter (product only)

- Sponsor items included in Pooch Pursuit goodie bags given to all registered runners and walkers



# Taylor's SpookieFUN Fest



Friday, Oct. 18, 2019

Pole Green Park

Saturday, Oct. 19, 2019

Poor Farm Park

5:00 - 8:30 pm each night



10,000 +  
Estimated  
Attendance

Taylor, Hanover Parks and Recreation's lovable mascot, greets thousands of costumed families for a SpookieFUN time. These SpookieFUN nights include activities for children ages 3 through 12: flashlight candy hunts (ages 5 - 12), Casper's FUN zone (ages 4 and under), rides, inflatables, Pumpkin Walk, Monster Mash dance area, craft area and trick or treating with participating local businesses and organizations.



## Sponsor Benefits

### Platinum: \$2,500

- 15 x 15 tented booth space (2 tables, 4 chairs) in high traffic area showcasing your business
- Exclusive sponsor for business type
- Company banner displayed at event
- Sponsor link on event website
- Sponsor recognition in press releases, social media posts and on stage
- Sponsor logo on event signage and maps

### Gold: \$1,000

- 15 x 15 tented booth space (2 tables, 4 chairs) in high traffic area showcasing your business
- Sponsor link on event website
- Sponsor recognition in press releases, social media posts and on stage
- Sponsor logo on event signage and maps

### Silver: \$750

- 15 x 15 booth space (2 tables, 4 chairs) in high traffic area showcasing your business
- Sponsor listed on event website
- Sponsor recognition in press releases, social media posts and on stage
- Sponsor listed on event signage and maps

### Bronze: \$500

- 15 x 15 booth space in high traffic area showcasing your business
- Sponsor listed on event website and event banner
- Sponsor recognition in event social media posts
- Sponsor listed on event signage and maps

### Friend: \$250

- 15 x 15 booth space
- Sponsor listed on event website
- Sponsor recognition in event social media posts
- Sponsor listed on event signage and maps

### Spookie Supporter

- Sponsor items will be used as prizes for games and/or candy hunts





May & September 2019

4:00 - 7:00 pm

Hanover High School



1,000 Attendees

300 + Classic Cars

Estimated Attendance

## Sponsor Benefits

### Platinum: \$1,000

- 15 x 15 tented booth space (2 tables, 4 chairs)
- Exclusive sponsor for business type
- Company banner displayed at event
- Sponsor link on event website
- Sponsor recognition in press releases, social media posts
- Sponsor logo on event signage
- Sponsor items included in event participant goodie bags

### Gold: \$500

- 15 x 15 tented booth space (1 table, 2 chairs)
- Sponsor link on event website
- Sponsor recognition in press releases, social media posts
- Sponsor logo on event signage
- Sponsor items included in event participant goodie bags

### Silver: \$250

- 15 x 15 booth space (1 tables, 2 chairs)
- Sponsor listed on event website
- Sponsor recognition in event social media posts
- Sponsor logo on event signage
- Sponsor items included in event participant goodie bags

### Bronze: \$100

- 15 x 15 booth space
- Sponsor listed on event website and event signage
- Sponsor recognition in event social media posts
- Sponsor items included in event participant goodie bags

### Supporter

- Sponsor items included in event participant goodie bags

**TAYLOR'S  
PIRATE  
FISHING  
DAY**



Saturday, June 1, 2019

4:00 - 7:00 pm

Courthouse Park



150 Attendees

Estimated Attendance

